

ORDER



KLAS

Orders
 Order / Rev: 37245
 Alt Order #: 08863986
 Product Desc: ISSUE
 Estimate: 984
 Flight Dates: 09/14/12 - 09/23/12
 Original Date / Rev: 09/12/12 / 09/12/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: Cross Roads Media
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Crossroads GPS
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	98	\$165,500.00	\$140,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	98	\$165,500.00	\$140,675.00	0.00
Totals	98	\$165,500.00	\$140,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$165,500.00
Market	100%	\$551,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$137,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$27,583.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/15/12	09/22/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$2,000.00	LV1	0.00	NM	2	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-			1			\$2,000.00		0.00			
Week:		09/17/12	09/23/12	-----S-			1			\$2,000.00		0.00			
E 2	8	09/15/12	09/22/12		CM	Various	-----S-	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Politics Now S Sebelius										
				Politics Now S Sebelius		(5:30 PM-6:00 PM)								
				POLITICS NOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1		\$900.00			0.00			
Week:		09/17/12	09/23/12	-----S-		1		\$900.00			0.00			
E 3	8	09/16/12	09/23/12	8 News Now Sun AM #CM	CM	8 News Now Sun A-----S	:30	1	\$600.00	LV1	0.00	NM	2	\$1,200.00
				8 News Now Sun AM #1										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1		\$600.00			0.00			
Week:		09/17/12	09/23/12	-----S		1		\$600.00			0.00			
E 4	8	09/14/12	09/14/12	Live w/Kelly	CM	9-10a ----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
				Live With Regis & Kelly										
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1		\$750.00			0.00			
E 5	8	09/17/12	09/21/12	Live w/Kelly	CM	9-10a MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
				Live With Regis & Kelly										
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3		\$750.00			0.00			
E 6	8	09/14/12	09/14/12	8 News Now Noon M-F	CM	12-1230p ----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
				8 News Now Noon M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1		\$750.00			0.00			
E 7	8	09/17/12	09/21/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
				8 News Now Noon M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3		\$750.00			0.00			
E 8	8	09/15/12	09/23/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	:30	1	\$900.00	LV1	0.00	NM	3	\$2,700.00
				8 News Now Sa/Su 11p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----SS		1		\$900.00			0.00			
Week:		09/17/12	09/23/12	-----SS		2		\$900.00			0.00			
E 9	8	09/14/12	09/14/12	Letterman	CM	1135p-1237a ----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
				Letterman										
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1		\$750.00			0.00			
E 10	8	09/17/12	09/21/12	Letterman	CM	1135p-1237a MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
				Letterman										
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3		\$750.00			0.00			
E 11	8	09/16/12	09/23/12	8 News Now Sun 5-7p	CM	5-7p -----S	:30	1	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				8 News Now Sun 5-7p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1		\$2,500.00			0.00			
Week:		09/17/12	09/23/12	-----S		1		\$2,500.00			0.00			
E 12	8	09/14/12	09/14/12	8 News Now 5-630p M-F	CM	5-630p ----F--	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1		\$1,300.00			0.00			
E 13	8	09/17/12	09/21/12	8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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E 13	8	09/17/12	09/21/12	8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				3	\$1,300.00		0.00			
E 14	8	09/14/12	09/14/12	8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
				8 News Now 4p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$1,100.00		0.00			
E 15	8	09/17/12	09/21/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	5	\$1,100.00	LV1	0.00	NM	5	\$5,500.00
				8 News Now 4p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				5	\$1,100.00		0.00			
E 16	8	09/14/12	09/14/12	630-7p Inside Edition	CM	630-7p ----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				Inside Edition										
				INSIDE ED										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$2,500.00		0.00			
E 17	8	09/17/12	09/21/12	630-7p Inside Edition	CM	630-7p MTWTF--	:30	5	\$2,500.00	LV1	0.00	NM	5	\$12,500.00
				Inside Edition										
				INSIDE ED										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				5	\$2,500.00		0.00			
E 18	8	09/14/12	09/14/12	8 News Now 6a M-F	CM	6-7a ----F--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
				8 News Now 6a M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$900.00		0.00			
E 19	8	09/17/12	09/21/12	8 News Now 6a M-F	CM	6-7a MTWTF--	:30	5	\$900.00	LV1	0.00	NM	5	\$4,500.00
				8 News Now 6a M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				5	\$900.00		0.00			
E 20	8	09/16/12	09/23/12	Eye on Wash/Wall St JoQM	CM	5-6a -----S	:30	1	\$300.00	LV1	0.00	NM	2	\$600.00
				Eye On Wash/Wall St Jrnl										
				EYE/WALL ST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$300.00		0.00			
		Week: 09/17/12	09/23/12	-----S				1	\$300.00		0.00			
E 21	8	09/14/12	09/14/12	1230-2p Soaps/ LMAD	CM	1230-2p ----F--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
				Soaps / Let's Make A Deal										
				BOLD/DEAL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--				2	\$800.00		0.00			
E 22	8	09/17/12	09/21/12	1230-2p Soaps/ LMAD	CM	1230-2p MTWTF--	:30	10	\$800.00	LV1	0.00	NM	10	\$8,000.00
				Soaps / Let's Make A Deal										
				BOLD/DEAL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				10	\$800.00		0.00			
E 23	8	09/14/12	09/14/12	8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
				8 News Now 4p M-F										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$900.00		0.00			
E 24	8	09/17/12	09/21/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	5	\$900.00	LV1	0.00	NM	5	\$4,500.00
				8 News Now 4p M-F										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				5	\$900.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	8	09/14/12	09/14/12	7-8p Rotator 7-8p Rotator	CM	7-8p	----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$2,500.00		0.00				
E 26	8	09/17/12	09/21/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	5	\$2,500.00	LV1	0.00	NM	5	\$12,500.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$2,500.00		0.00				
E 27	8	09/16/12	09/23/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p	-----S	:30	1	\$500.00	LV1	0.00	NM	2	\$1,000.00
INSIDE ED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$500.00		0.00				
Week:		09/17/12	09/23/12	-----S			1		\$500.00		0.00				
E 28	8	09/14/12	09/14/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$1,900.00		0.00				
E 29	8	09/17/12	09/21/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$1,900.00	LV1	0.00	NM	5	\$9,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$1,900.00		0.00				
E 30	8	09/14/12	09/14/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	----F--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$800.00		0.00				
E 31	8	09/17/12	09/21/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5	\$4,000.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$800.00		0.00				
E 32	8	09/14/12	09/14/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	----F--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$800.00		0.00				
E 33	8	09/17/12	09/21/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$800.00		0.00				
E 34	8	09/14/12	09/14/12	Price Is Right Price Is Right	CM	10-11a	----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
PRICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$2,500.00		0.00				
E 35	8	09/17/12	09/21/12	Price Is Right Price Is Right	CM	10-11a	MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
PRICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$2,500.00		0.00				
E 36	8	09/18/12	09/18/12	Tue 8-9p NCIS	CM	8-9p	-T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$18,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 37	8	09/21/12	09/21/12	Fri 10-11p Blue Bloods	CM	10-11p	----F--	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
B BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----F--			1		\$10,000.00		0.00				
E 38	8	09/19/12	09/19/12	Wed Prime Special Big Brother	CM	930-11p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
BIG BRO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$12,000.00		0.00				
E 39	8	09/16/12	09/16/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$9,500.00		0.00				
													Totals	98	\$165,500.00